



# CITY OF HOUSTON

Public Works and Engineering Department

**Bill White**

Mayor

Michael S. Marcotte, P.E., DEE  
Director  
P.O. Box 1562  
Houston, Texas 77251-1562

T. 713 837-0037  
F. 713 837-0040  
[www.cityofhouston.gov](http://www.cityofhouston.gov)

Dear Partner:

The City of Houston is on a roll to becoming a more bicycle-friendly community, but we can't do it alone. We need your help.

Mayor Bill White's Houston Is On A Roll Campaign joins with community leaders to increase bicycle use, safety and awareness. You can help in our effort to reach more motorists.

Through the "*Watch For Cyclists*" decal program, you can help sponsor the production and distribution of a tips education card and clear magnetic stickers for side mirrors of a vehicle. These decals resemble the etched wording currently found on the lower area of side mirrors telling motorists that objects are closer than they appear.

The stickers read "*Watch For Cyclists*" as a reminder to motorists that they should look for cyclists on the left and on the right. The card outlines safe motoring tips that help avoid unnecessary encounters with cyclists.

As a partner, we can include your logo on the tips education card and recognize you through our Web site and newsletter. We will also have a special recognition event to acknowledge all our sponsoring partners and you would be apart of this event.

If we can count on you to help make a difference to help us create a more bicycle-friendly Houston, please let us know by calling (713) 837-0003 or by faxing the form below. You can also email me at [lilibeth.andre@cityofhouston.net](mailto:lilibeth.andre@cityofhouston.net). We will be glad to provide you with more information on how you can become a partner in the Mayor's Houston Is On A Roll Campaign through your sponsorship and distribution of the "*Watch For Cyclists*" decals.

Sincerely,

Lilibeth André  
Bicycle-Pedestrian Coordinator  
Engineering and Construction Division  
Public Works and Engineering Department

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## Houston Bikeway Program

611 Walker, 14<sup>th</sup> Floor  
Houston, Texas 77002  
(713) 837-0003  
(713) 837-7120 fax  
lilibeth.andre@cityofhouston.net  
www.houstonbikeways.org



### PARTNER CHOICES

☐ **YES!** We would like to **sponsor and distribute** *Watch for Cyclists* decals for the Houston Is On A Roll Campaign.

☐ **YES!** We would like to **sponsor** *Watch for Cyclists* decals for the Houston Is On A Roll Campaign.

☐ **YES!** We would like to **distribute** *Watch for Cyclists* decals for the Houston Is On A Roll Campaign.

☐ **Tandem Riders!** \$4,000  
(10,000 decals and education cards)

☐ **Roadbike Roaders!** \$3,500  
(5,000 decals and education cards)

☐ **Ten Speed Riders!** \$3,000  
(1,000 decals and education cards)

☐ **Cyclist!** \$\_\_\_\_\_  
(Contribution for more decals and cards)

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Organization: \_\_\_\_\_

COMMENTS:

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